

CONTRACT



Local 12 WKRC-TV
1906 Highland Ave
Cincinnati, OH 45219
(513) 763-5408

www.local12.com

And:

Greer Margolis Mitchell
1010 Wisconsin Ave
Ste 800
Washington, DC 20007

| | | |
|---|--|--|
| <u>Contract / Revision</u> 2466 / | | <u>Alt Order #</u> 09638631 |
| <u>Product</u> OBAMA 4 AMERICA | | |
| <u>Contract Dates</u> 01/20/12 - 01/26/12 | <u>Estimate #</u> 1055 | |
| <u>Advertiser</u> Obama/D/President | | <u>Original Date / Revision</u> 01/19/12 / 02/13/12 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Station</u> WKRC-TV | <u>Account Executive</u> Millennium Washingto | <u>Sales Office</u> Millennium |
| <u>Special Handling</u> | | |
| <u>Demographic</u> Adults 35+ | | |
| <u>IDB#</u> 9912856 | <u>Advertiser Code</u> 95 | <u>Product Code</u> 101 |
| <u>Agency Ref</u> | | <u>Advertiser Ref</u> |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Type | Spots | Amount |
|-------|------|-------------------|-----------------|--------------------------|-------------------|------|--------|-------------------|-------------|------|-------|------------|
| N 1 | WKRC | 01/20/12 | 01/26/12 | 5a Good Morn Cincinnati | 5:00 AM-5:30 AM | | :30 | | | NM | 2 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 01/20/12 | 01/26/12 | MTWTF-- | | | | 2 | \$175.00 | | | |
| N 2 | WKRC | 01/20/12 | 01/26/12 | EM M-Su Rotator | 5:30 AM-7:00 AM | | :30 | | | NM | 5 | \$1,750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 01/20/12 | 01/26/12 | MTWTF-- | | | | 5 | \$350.00 | | | |
| N 3 | WKRC | 01/20/12 | 01/26/12 | CBS Morning News | 7:00 AM-9:00 AM | | :30 | | | NM | 5 | \$750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 01/20/12 | 01/26/12 | MTWTF-- | | | | 5 | \$150.00 | | | |
| N 4 | WKRC | 01/21/12 | 01/21/12 | 6a-8a Local 12 News Sat | 6:00 AM-8:00 AM | | :30 | | | NM | 1 | \$150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 01/16/12 | 01/22/12 | -----S- | | | | 1 | \$150.00 | | | |
| N 5 | WKRC | 01/21/12 | 01/21/12 | Saturday Early Show | 8:00 AM-10:00 AM | | :30 | | | NM | 1 | \$175.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 01/16/12 | 01/22/12 | -----S- | | | | 1 | \$175.00 | | | |
| N 6 | WKRC | 01/22/12 | 01/22/12 | CBS Sun Morn News | 9:00 AM-10:30 AM | | :30 | | | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 01/16/12 | 01/22/12 | -----S | | | | 1 | \$300.00 | | | |
| N 7 | WKRC | 01/22/12 | 01/22/12 | Face the Nation | 10:30 AM-11:00 AM | | :30 | | | NM | 1 | \$225.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 01/16/12 | 01/22/12 | -----S | | | | 1 | \$225.00 | | | |
| N 8 | WKRC | 01/22/12 | 01/22/12 | Newsmakers | 11:00 AM-11:30 AM | | :30 | | | NM | 1 | \$175.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 01/16/12 | 01/22/12 | -----S | | | | 1 | \$175.00 | | | |
| N 9 | WKRC | 01/20/12 | 01/26/12 | The Price is Right | 11:00 AM-12:00 PM | | :30 | | | NM | 2 | \$550.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 01/20/12 | 01/26/12 | MTWTF-- | | | | 2 | \$275.00 | | | |
| N 10 | WKRC | 01/20/12 | 01/26/12 | Local 12 News at Noon | 12:00 PM-12:30 PM | | :30 | | | NM | 2 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 01/20/12 | 01/26/12 | MTWTF-- | | | | 2 | \$350.00 | | | |
| N 11 | WKRC | 01/20/12 | 01/26/12 | 4p Local 12 News at Four | 4:00 PM-5:00 PM | | :30 | | | NM | 2 | \$650.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 01/20/12 | 01/26/12 | MTWTF-- | | | | 2 | \$325.00 | | | |
| N 12 | WKRC | 01/20/12 | 01/26/12 | 5p Local 12 News at Five | 5:00 PM-5:27 PM | | :30 | | | NM | 3 | \$1,350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |

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| 2466 / | 09638631 |

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| <u>Contract Dates</u> | <u>Product</u> | <u>Estimate #</u> |
| 01/20/12 - 01/26/12 | OBAMA 4 AMERICA | 1055 |

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|-------------------|---------------------------------|
| <u>Advertiser</u> | <u>Original Date / Revision</u> |
| Obama/D/President | 01/19/12 / 02/13/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|----------|------|-------------------|-----------------|---------------------------|--------------------|-----------------------|-----------------|-------------------|-------------|-------------|-------|-------------|
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 01/20/12 | 01/26/12 | MTWTF-- | | | | 3 | \$450.00 | | | |
| N 13 | WKRC | 01/20/12 | 01/26/12 | 4-630p M-F Early News Rot | 5:27 PM-6:30 PM | | :30 | | | NM | 2 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 01/20/12 | 01/26/12 | MTWTF-- | | | | 2 | \$500.00 | | | |
| N 14 | WKRC | 01/21/12 | 01/21/12 | 6pm Local 12 News Sat | 6:00 PM-6:30 PM | | :30 | | | NM | 1 | \$175.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 01/16/12 | 01/22/12 | -----S- | | | | 1 | \$175.00 | | | |
| N 15 | WKRC | 01/22/12 | 01/22/12 | 630p Sun News BB | 6:30 PM-7:00 PM | | :30 | | | NM | 1 | \$275.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 01/16/12 | 01/22/12 | -----S | | | | 1 | \$275.00 | | | |
| N 16 | WKRC | 01/20/12 | 01/26/12 | M-F 7p-730p | 7:00 PM-7:30 PM | | :30 | | | NM | 2 | \$850.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 01/20/12 | 01/26/12 | MTWTF-- | | | | 2 | \$425.00 | | | |
| N 17 | WKRC | 01/20/12 | 01/26/12 | M-F 730p-8p | 7:27 PM-8:00 PM | | :30 | | | NM | 2 | \$1,100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 01/20/12 | 01/26/12 | MTWTF-- | | | | 2 | \$550.00 | | | |
| N 18 | WKRC | 01/20/12 | 01/26/12 | 11p M-Su Local 12 News 11 | 11:00 PM-11:35 PM | | :30 | | | NM | 2 | \$1,450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 01/20/12 | 01/26/12 | MTWTFSS | | | | 2 | \$725.00 | | | |
| N 19 | WKRC | 01/20/12 | 01/26/12 | Letterman | 11:36 PM-12:36 XM | | :30 | | | NM | 2 | \$650.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 01/20/12 | 01/26/12 | MTWTF-- | | | | 2 | \$325.00 | | | |
| N 20 | WKRC | 01/24/12 | 01/24/12 | Tue Reg 1 | 8:00 PM-9:00 PM | | :30 | | | NM | 1 | \$3,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 01/23/12 | 01/29/12 | -T----- | | | | 1 | \$3,200.00 | | | |
| N 21 | WKRC | 01/25/12 | 01/25/12 | Wed Reg 2 | 9:00 PM-10:00 PM | | :30 | | | NM | 1 | \$2,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 01/23/12 | 01/29/12 | --W---- | | | | 1 | \$2,200.00 | | | |
| N 22 | WKRC | 01/22/12 | 01/22/12 | Sun Reg 1 | 7:00 PM-8:00 PM | | :30 | | | NM | 1 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 01/16/12 | 01/22/12 | -----S | | | | 1 | \$1,800.00 | | | |
| N 23 | WKRC | 01/22/12 | 01/22/12 | Sun Reg 2 | 8:00 PM-9:00 PM | | :30 | | | NM | 1 | \$2,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 01/16/12 | 01/22/12 | -----S | | | | 1 | \$2,800.00 | | | |
| N 24 | WKRC | 01/21/12 | 01/22/12 | Sa-Su Basketball | 12:00 PM-2:00 XM | | :30 | | | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 01/16/12 | 01/22/12 | -----SS | | | | 2 | \$300.00 | | | |
| | | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | <u>Type</u> | | |
| | | 1 | WKRC | 01/16/12-01/22/12 | Sa-Su Basketball | 12:00 PM-2:00 XM | -----SaSu | :30 | \$300.00 | NM | | |
| Credited | | | | | | | | | | | | |
| N 25 | WKRC | 01/22/12 | 01/22/12 | AFC Post-Season | 3:00 PM-6:00 PM | | :30 | | | NM | 1 | \$4,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 01/16/12 | 01/22/12 | -----S | | | | 1 | \$4,000.00 | | | |
| Totals | | | | | | | | | | | 44 | \$26,925.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|--------------------|--------------------|
| 12/26/11 - 01/26/12 | 44 | \$26,925.00 | \$22,886.25 |
| Totals | 44 | \$26,925.00 | \$22,886.25 |

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Signature: _____ **Date:** _____

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